

CCC Early Detection and Screening Committee Meeting Minutes

Wednesday, April 18, 2007

2:00 – 3:30 pm

Location: AZ Department of Health Services, 1740 Bldg, Room 115B

Conference Call-in number 602-542-9002

Attendees: Richard Jones, Marilyn Gardner, Susan Priest, Cynthia Claus, Kathy Sponagle, Jessica Han, Kendra Sabol, Sharon Jaycox, Jennifer Lenz

Apologies: Nate Smith, Jacqueline Manker

Agenda Items	Discussion	Follow-up Items
Review 3/14/2007 Minutes	Previous meeting minutes were reviewed. No changes were made.	
Women's Health Week	<p>Marilyn Gardner reported that there are 23 events planned statewide. Arizona is 2nd in the nation in terms of events. Women's Health Week takes place from May 13th – May 19th and the theme for the year is "It's Your Time – Pamper Your Mind, Body, and Spirit". Clear Channel will provide free Public Service Announcements during the week. A provider education conference sponsored by the Well Woman HealthCheck Program will be held May 17th at the Phoenix Marriott focused on ovarian, breast, and cervical cancer; emerging technologies for breast cancer treatment; and new recommendations for the HPV vaccine. 3 CME's are being offered for various disciplines. Program information and registration has been sent to committee members and the entire AZ CCC coalition.</p> <p>Materials were produced for breast, cervical, and colorectal cancer providing screening recommendations for 9 partners requesting information for their event. They will be mailed to partners in time for event distribution.</p>	
CCC Colorectal Cancer Screening Update	<p>Kendra Sabol updated the committee on the Colorectal Cancer Marketing Campaign. Kendra reported that 7 focus groups are being held currently in both English and Spanish in each of the four areas, Phoenix, Tucson, Yuma, and Flagstaff. Focus group information will be used to develop a campaign.</p> <p>Kendra also reported that a Medical Advisory Board is being created for the colorectal cancer screening program to provide guidance on protocols.</p> <p>Kendra will participate on a task force meeting at the Arizona Cancer Center in the near future related to colorectal cancer.</p> <p>Kendra ordered 1,000 "buddy bracelets" to promote colorectal cancer screening. The bracelets are being handed out at health fairs.</p>	

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Train-the-trainer Breast Health Program Content Review and Discussion	<p>The committee discussed moving forward with development of the breast health education program content while funding to roll out the training program will also be pursued as opportunities arise. The WWHP will pursue production of 30 training tool kits.</p> <p>Marilyn Gardner walked the committee through the initial grant concept and outline of the curriculum including learning objectives, setting the stage, principles of adult learning and facilitation strategies, risk factors of breast cancer, barriers to screening, cultural beliefs and values contributing to beliefs about cancer screening, three pronged approach to breast cancer early detection, teaching aid and tool kit, evaluations, future steps, resources, and conclusion. Marilyn also walked through the proposed breast cancer quiz with revisions by U of A evaluation team as one mechanism to measure the impact of the program.</p> <p>The committee gave feedback on the proposed outline. Marilyn Gardner will take the lead on developing the content, Jessica Han agrees to work with Marilyn and provide the disease burden of breast cancer section.</p>	Marilyn to update committee on progress.
Review Action Item Log	The action item log was reviewed and updated to reflect updated information. Please refer to the action item log for updated items.	
Sharing of Current Initiatives	<p>AHCCCS – Kathy reported that AHCCCS provided training with Phoenix Indian Medical Center staff on enrolling women into the Breast and Cervical Cancer Treatment Program.</p> <p>Susan G. Komen – Southern Affiliate – Susan reported that Tucson just held its annual Race for the Cure on Sunday, April 15th. Details are not yet available, however they estimate there were approximately 13,000 participants.</p> <p>Aetna – Dr. Jones reported there were no new initiatives.</p> <p>Comprehensive Cancer Control Coalition – Kendra reported that AZ Comprehensive Cancer Control Program funded two grant projects related to early detection and screening. Each grant was awarded in the amount of \$10,000. St. Elizabeth's of Hungary is working on a colorectal cancer screening component within their community health center and Mountain Park is using funds to enhance breast and cervical cancer screening efforts. The project period runs through December 2007.</p>	
Next Meeting Date	TBD	Jennifer Lenz to schedule next meeting and distribute date, time, and meeting location

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